

**Subject:** Re: Reminder - SPCC Tourism Committee ~ Feb. 3rd at 10:00 am

**From:** Lorena Parker

**Date:** 02/02/2016 05:30 PM

**To:** Elise Swanson

I will be there as soon as I can get out of the board meeting.

Lorena Parker

*Executive Director*

**San Pedro Historic Waterfront**

**Business Improvement District**

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On Tue, Feb 2, 2016 at 5:58 PM, Elise Swanson <[eswanson@sanpedrochamber.com](mailto:eswanson@sanpedrochamber.com)> wrote:

You are invited to join us tomorrow for the first meeting of the new **San Pedro Chamber of Commerce LA Waterfront Tourism Committee**.

The meeting will be chaired by Arley Baker and Jonathan Williams. The meeting will be held at the Chamber located at 390 W. 7<sup>th</sup> Street, San Pedro **or you can call in. Call in instructions are below.**

The general purpose of the committee is to:

- Bring key members and visitor-serving stakeholders together to promote the LA Waterfront and area attractions
- Promote the downtown business district and waterfront businesses/area attractions along the Port tidelands under unified brand and messaging
- Spearhead a strong visitor information mechanism
- Provide promotional opportunities for visitor-serving chamber members

The Committee will be asked to help develop initiatives that will promote a better visitor serving experience in the Harbor Area to increase tourism on both sides of Harbor Boulevard. Initiatives that have been discussed by visitor serving venues are:

- Creating a Tourism Ambassador (CTA) program
- Cruise tourism information improvements (on-site and materials)

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**Call-In Information:**

The call will be hosted by: Mickey Schaefer. All the information you need to join is below.

Step 1: Dial-In

U.S. & Canada: [866.740.1260](tel:866.740.1260)

Access Code: 2190469

Step 2: Web Login

<https://cc.readytalk.com/r/o8sg7yzsk9un&eom>

Please call me if you have any questions at [310.832.7272](tel:310.832.7272).

Elise Swanson

President/CEO

San Pedro Chamber of Commerce

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[\(310\) 590-6311](tel:(310)590-6311) (cell)

*The San Pedro Chamber of Commerce is a non-profit 501 (c) (6) membership organization. The mission of the San Pedro Chamber of Commerce is to promote, support, and advocate the interests of the business community. Our vision is to make San Pedro a better place to live, work, and visit.*